

CONTRACT

WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
(407)645-2222

www.wesh.com

And:

GMMB
3050 K St, NW
Washington, DC 20007

<u>Contract / Revision</u> 966566 /		<u>Alt Order #</u> 07914793
<u>Product</u> 60'S		
<u>Contract Dates</u> 10/25/12 - 10/29/12		<u>Estimate #</u> 2175
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WESH	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9912856	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WESH	10/25/12	10/26/12	M-F Early Sunrise	5:00-6:00 AM		1:00			NM	2	\$1,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$700.00			
N 2	WESH	10/29/12	10/29/12	M-F Sunrise @6AM	6:00-7:00 AM		1:00			NM	1	\$2,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,600.00			
N 3	WESH	10/25/12	10/26/12	NBC Today Show	7:00-9:00 AM		1:00			NM	2	\$6,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$3,200.00			
N 4	WESH	10/28/12	10/28/12	Sun Sunrise@6-8 AM	6:00-8:00 AM		1:00			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$800.00			
N 5	WESH	10/25/12	10/26/12	NBC Today Show II	10AM-11AM		1:00			NM	2	\$3,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,600.00			
N 6	WESH	10/29/12	10/29/12	M-F NOON NEWS 12-12:30	12:00-12:30 PM		1:00			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,000.00			
N 7	WESH	10/25/12	10/26/12	M-F 4-5 PM NEWS	M-F 4-5 PM		1:00			NM	2	\$3,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,800.00			
N 8	WESH	10/29/12	10/29/12	M-F 4-5 PM NEWS	M-F 4-5 PM		1:00			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
(407)645-2222

www.wesh.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
966566 /	07914793

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 10/29/12	60'S	2175

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00												
N 9	WESH	10/25/12	10/26/12	M-F 5-6 PM ROT	5:00-6:00 PM		1:00			NM	1	\$2,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 1 \$2,200.00												
N 10	WESH	10/25/12	10/26/12	M-F 6-6:30 PM	M-F 6-6:30 PM		1:00			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 1 \$3,000.00												
N 11	WESH	10/28/12	10/28/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P		1:00			NM	1	\$2,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$2,200.00												
N 12	WESH	10/28/12	10/28/12	NFL PRE-GAME	7:00P-8:00PM		1:00			NM	1	\$9,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$9,000.00												
N 13	WESH	10/29/12	10/29/12	NBC Today Show	7:00-9:00 AM		1:00			NM	1	\$3,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 M----- 1 \$3,400.00												
N 14	WESH	10/29/12	10/29/12	M-F 5-6 PM ROT	5:00-6:00 PM		1:00			NM	1	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 M----- 1 \$2,400.00												
N 15	WESH	10/29/12	10/29/12	M-F 6-6:30 PM	M-F 6-6:30 PM		1:00			NM	1	\$3,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 M----- 1 \$3,400.00												
N 16	WESH	10/25/12	10/26/12	M-F Sunrise @6AM	6:00-7:00 AM		1:00			NM	1	\$2,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 1 \$2,200.00												
N 17	WESH	10/25/12	10/26/12	NBC Tonight Show	11:35P-12:35XM		1:00			NM	2	\$3,600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$1,800.00												
N 18	WESH	10/25/12	10/26/12	M-F 4-5 PM NEWS	M-F 4-5 PM		1:00			NM	1	\$1,800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 1 \$1,800.00												
N 19	WESH	10/29/12	10/29/12	NBC Tonight Show	11:35P-12:35XM		1:00			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00												
N 20	WESH	10/28/12	10/28/12	Su Late News After NFL	Su Late News After		1:00			NM	1	\$3,600.00
Class of Time - Pre-emptible with notice												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
(407)645-2222

www.wesh.com

Contract / Revision	Alt Order #
966566 /	07914793

Contract Dates	Product	Estimate #
10/25/12 - 10/29/12	60'S	2175

Advertiser	Original Date / Revision
Obama/D/President	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$3,600.00			
N 21	WESH	10/29/12	10/29/12	M-Su News @ 11PM	11-1135p		1:00			NM	1	\$3,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,600.00			
N 22	WESH	10/25/12	10/25/12	NBC Prime ROCK CENTER	10:00-11:00 PM		1:00			NM	1	\$7,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$7,000.00			
N 23	WESH	10/27/12	10/27/12	NBC Prime CHICAGO FIRE	9:00-10:00 PM		1:00			NM	1	\$2,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$2,000.00			
Totals											28	\$72,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	20	\$52,000.00	\$44,200.00
10/29/12 - 10/29/12	8	\$20,400.00	\$17,340.00
Totals	28	\$72,400.00	\$61,540.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.